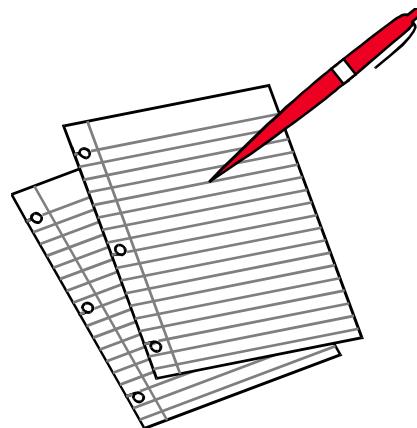


written Marketing Tools

Module 7

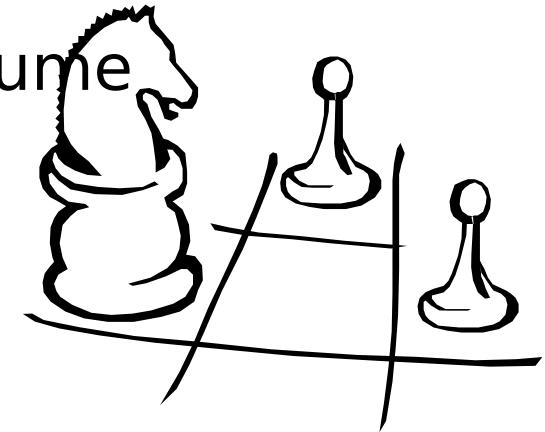


Written

Objectives

At the end of this module, you will be able to:

- ✓ Complete a job application
- ✓ Develop an effective resume
- ✓ Develop an effective cover letter
- ✓ Follow up on a resume



How to Find a Job

- ✓ FSC
- ✓ Transition bulletin board
- ✓ State employment center
- ✓ QOL Mall
(www.lifelines4QOL.org)
- ✓ Ads in the newspapers or journals
- ✓ Internet
- ✓ Network

Job Application Guidelines

- ✓ Ask for a second copy
- ✓ Read the whole application first
- ✓ Read each question carefully
- ✓ Include information that is accurate
- ✓ Relate work experience
- ✓ Neatly print or type your responses
- ✓ Include your volunteer work as experience
- ✓ Write N/A for questions not applicable to you
- ✓ Proofread for any errors
- ✓ Identify references

Written

Resume



- ✓ Used to get interviews
- ✓ Summarizes your background
- ✓ Subjective, not legal document

Written

Chronological Resume

The chronological resume is best suited for an applicant who has experience in a particular field and is seeking a different position in the same field.

Chronological Resume

The advantages:

- ✓ Logical flow, easy to read
- ✓ Highlights steady employment
- ✓ Emphasizes career progression
- ✓ Less time consuming to prepare

The disadvantages:

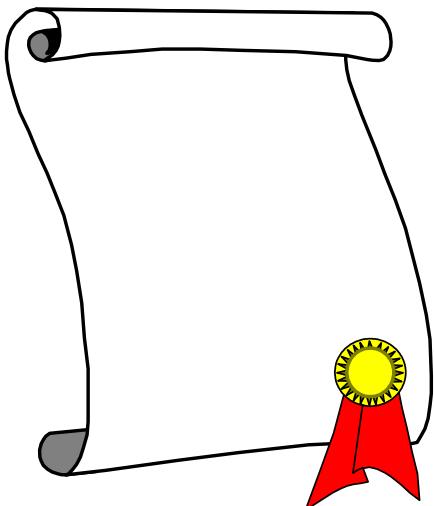
- ✓ Emphasizes gaps in employment
- ✓ Highlights frequent job changes
- ✓ De-emphasizes skills and accomplishments

Work History

- ✓ Job titles
- ✓ Names of employers
- ✓ Dates of employment
- ✓ Volunteer work
- ✓ Job responsibilities
- ✓ Job accomplishments

Written

Post-High School Education



- ✓ Type of degree
- ✓ University attended
- ✓ Major
- ✓ Year the degree was received (optional)
- ✓ Relevant courses (optional)
- ✓ Vocational school
- ✓ Certificates

Written

Combination Resume

Applicant:

- ✓ Has limited or no previous work experience
- ✓ Has gaps in employment
- ✓ Has made frequent job changes
- ✓ Is changing careers
- ✓ Is reentering the job market after an absence

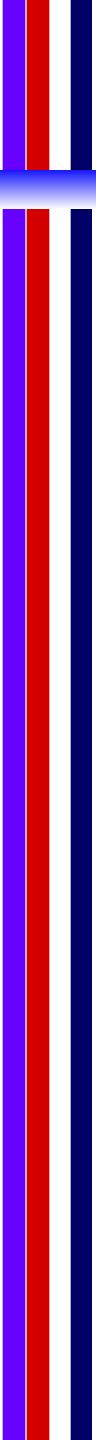
Combination Resume

The advantages:

- ✓ Highlights the most relevant skills and accomplishments
- ✓ De-emphasizes a work history with less relevant jobs
- ✓ Minimizes drawbacks

The disadvantages:

- ✓ Confusing to read
- ✓ Time consuming to prepare



Combination Resume Components

- ✓ Skills
- ✓ Chronological work history
- ✓ Post-high school education
- ✓ Associations/societies

Resume Components

- ✓ Name, address, phone number
- ✓ Objective
- ✓ Achievement statement



Written

Drafting Resume Exercise Steps

- ✓ Choose the resume style best for you.
- ✓ Begin drafting your resume.
- ✓ 30 minutes
- ✓ Ask another participant to critique your resume.

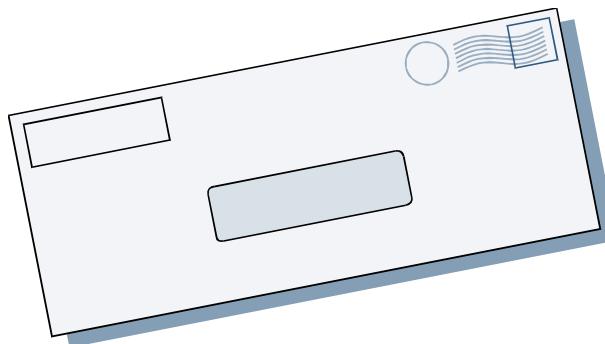
Scannable Resume Guidelines

- ✓ Place your name at the top, on its own line.
- ✓ Do not condense spacing between letters.
- ✓ Use bold face and/or all capital letters for headings.
- ✓ Avoid italics and underlining.
- ✓ Avoid vertical and horizontal lines, graphics, and boxes.
- ✓ Avoid using a two-column format.
- ✓ The most commonly recommended font is Courier; ask what works best with their program.
- ✓ Small print is difficult for scanners to read. Use 12-point or larger if at all possible.
- ✓ Use white, off-white, or light beige paper. Gray and blue minimize the contrast.
- ✓ Do not fold your resume. Words in the crease will not scan. Do not staple.
- ✓ Send your resume to a friend--what does it look like?
- ✓ Get as many opinions as you can; don't forget to take advantage of professional help available at the Family Service Center.

Written

Purposes of a Cover Letter

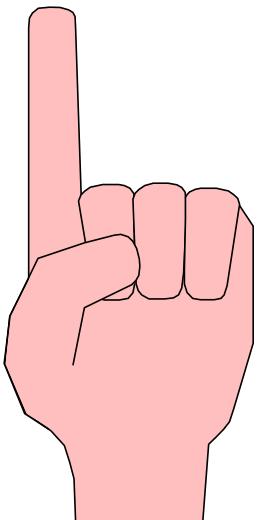
- ✓ State your interest in the position
- ✓ Mention why you are qualified
- ✓ Indicate how you can benefit the organization



Cover Letter Components

First paragraph

- ✓ Reason for writing
- ✓ Position you are applying for
- ✓ How you found out about position
- ✓ Information that you know about the organization



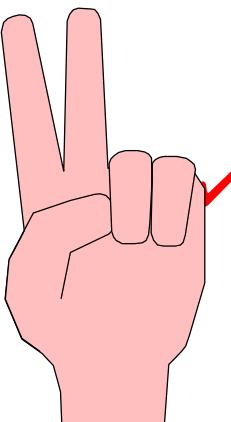
Cover Letter Components *(cont.)*

Second paragraph

- ✓ Mention your enclosed resume
- ✓ Summarize your relevant knowledge,

skills, experience, and
accomplishments

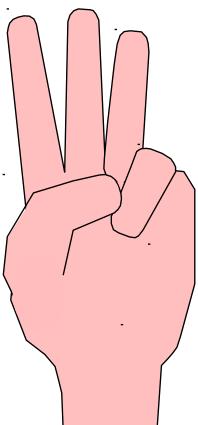
- ✓ Indicate why hiring you would be
beneficial



Cover Letter Components *(cont.)*

Third paragraph

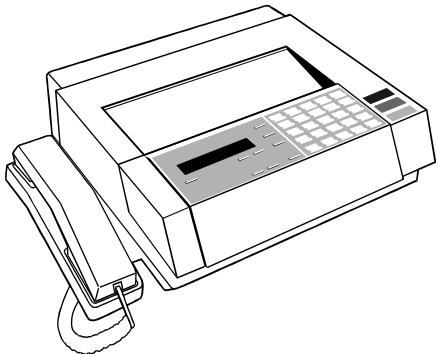
- ✓ Restate your strong interest
- ✓ Mention that you will follow up
- ✓ Give your phone number
- ✓ Thank the reader for the time and consideration



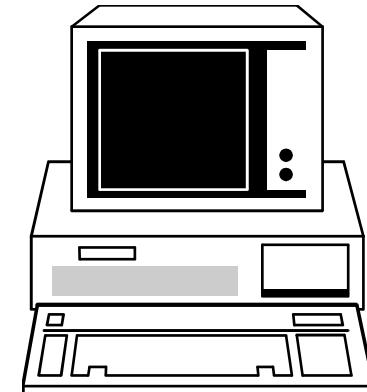
Cover Letter Guidelines

- ✓ No more than one page
- ✓ Address to the person in charge of hiring
- ✓ Be formal, polite, honest, and assertive
- ✓ Print on paper that matches your resume
- ✓ Print with the same font used on your resume
- ✓ Proofread for errors
- ✓ Sign your letter

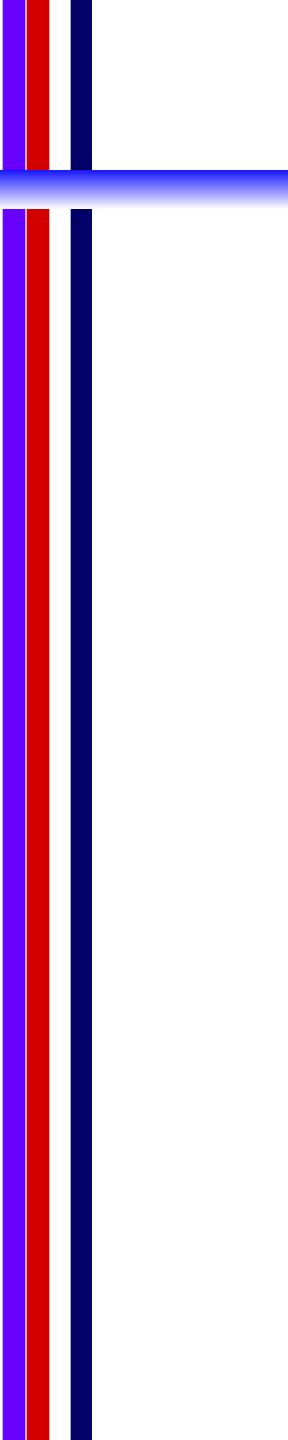
Electronic Communication



- ✓ Facsimile
- ✓ E-mail



Written



Advantages and Disadvantages of Electronic Communication

The advantages are:

- ✓ Facsimiles and E-mail get to the potential employer faster
- ✓ E-mail resumes cannot get misplaced

The disadvantages are:

- ✓ Facsimiles may be less legible and may be more difficult to read
- ✓ E-mail can be accidentally deleted

Purposes of a Follow-up

- ✓ The manager can connect a live person to your resume
- ✓ To verify that your resume was received
- ✓ To receive feedback



Written

Critiquing Resume Follow-ups Exercise Steps

- ✓ Two volunteers
- ✓ Volunteers are the applicants who, individually, call to follow-up from their application they sent one week ago
- ✓ Instructor is the company representative

Follow-Up Guidelines

- ✓ Emphasize your relevant knowledge, skills, experience, and accomplishments
- ✓ Find out when the chosen applicants will be interviewed
- ✓ Use a friendly tone of voice
- ✓ Listen carefully
- ✓ Thank the listener for the time

Summary

In this module you:

- ✓ Discussed making sure all information on your job application is accurate and legible.
- ✓ Selected the type of resume which is best suited to your background.
- ✓ Emphasized accomplishments on your resume.
- ✓ In your cover letter, indicated why hiring you would benefit the organization.
- ✓ Learned how electronic communication can be used to send your resume and Written cover letter.